

Opening Occurs Tuesday

After Many Delays and Disappointments We Will Begin Business Tuesday at the New Store

After a delay of just a month, we will begin business next Tuesday in the new store. The season is so far advanced that we have decided to do away with any preliminary showing and instead begin business right from the opening date. Our new store, the most unique in the United States, will be a most interesting place to come to. No expense has been spared, and we have been able to carry out our original intention, that is, a store that would reflect credit on El Paso and further strengthen El Paso's position as the millinery center of the entire Southwest.

To Be a Long Remembered Event

We propose to make the opening of our new store an event that will be remembered in the years to come. We have prepared a display that would be worthy of the largest cities in the United States. Of course, there may be some minor details that will not have been completed by Tuesday, but on the whole, you can come to our opening and see a display that is greater than all the millinery displays combined that have been seen so far this season. Instead of following out the usual mode of giving opening souvenirs with musical accompaniment we have hit upon a different plan. This takes the nature of a



Souvenir Sale

Souvenir Sale will last for one week. This will give every one ample opportunity to come and view the new store and at the same time take advantage of Souvenir values, which are really remarkable. Every Department, except the Beauty Parlor, contributes to this big event. We have no hesitancy in saying that Souvenir values will be less than regular wholesale prices, in fact, we will offer values, note list opposite, that are considerably less than other milliners could obtain on the same articles.

We Extend You A Cordial Invitation
To Attend The Opening And Souvenir Sale.

SPECIAL NOTE.---No mail nor telephone orders can be filled at prices listed opposite. Our sole object in making these radical price concessions is to insure your being one of our visitors during opening week.

The windows of the
new store are well
worth watching



The above is an illustration of one of the Imported Sets brought on especially for the Opening. This set consists of hat, stole and muff, and is one of the handsomest sets ever seen in El Paso.

The Beauty Parlor

No section of the new store will be a more interesting place to visit than the Beauty Parlor. We have embodied in this department every known modern idea conforming to scientific hygienic principles. The most sanitary furniture has been installed as well as a sterilizing and distilling plant. In addition to completeness as regards equipment, we have secured the services of people who are experts in the various lines of work done. At a nominal price, the following—

Shampooing,
Hairdressing,
Manicuring of

Hair Goods,
Hair Dyeing,
Bleaching,
Scalp Treatment,
Electrolysis.

Facial Massages—
English Vapor,
Vibatory,
Electrical.

Mesa and San Antonio

Posener's

Souvenir Sale

Interesting Items For Opening Week

The following embrace, in a measure, the items that will be on sale during Opening Week. It may be possible that you will grow somewhat skeptical as you read these items. However, a visit next week will establish, beyond all doubt, their genuineness. While our Souvenir Sale extends over a week, we impress on you that an early visit--Tuesday or not later than Wednesday--is advisable.

Souvenir Sale of Untrimmed Shapes

500 Hand Blocked Shapes of finest quality silk, satin and velvet, in black and all colors. You will find among these 500 shapes every approved Fall style. Values from \$3.00 to \$5.00; Souvenir Sale Price, choice \$1.25.

Finest Quality French Fur Beaver Shapes; in black and colors. These shapes would sell in a regular way from \$7.50 to \$10.00; Souvenir Sale Price is \$2.95.

Souvenir Sale of Children's Hats

Mushroom Sailors of finest satin finished felt, trimmed in satin ribbon and gilt trimming. All colors are offered, including black. Regular \$2.50 hats; Souvenir Sale Price \$1.25.

Souvenir Sale of Trimmed Hats

100 Trimmed Hats are included in Souvenir Sale. These are tailored and turban styles from those most celebrated makers, Fisk and Gage. Regular prices are \$7.50 to \$10.00; Souvenir Sale Price is only \$4.95.

Souvenir Sale of Ribbons

500 pieces of No. 150, 5-1/2 inches wide, Heavy All-Silk Taffeta Ribbon. This is the correct width ribbon for little girls' hair bows. Comes in all colors, also black and white. Regular retail price 35c a yard; Souvenir Sale Price 15c.

Souvenir Sale of Hair Goods

"Billy Burke" Puffs, in clusters of 19. They are made of good quality hair, and we have all shades, and will be able to match your hair exactly without difficulty; \$3.00 and \$3.50 values; Souvenir Sale Price \$1.25.

Souvenir Sale of Velvet

Fine Quality 18-inch Silk Velvet, "Paon Finish," the kind that sells regularly at \$1.00 per yard; Souvenir Sale Price 50c.

Souvenir Sale of Bags

Shopping Bags, 13 inches wide by 8 inches in depth. These are genuine seal bags. They are carefully lined with leather of a beautiful quality and have unusually handsome fittings—including hair brush, hat brush, powder box, perfume box, mirror and coin purse. Bags that would be cheap at \$12.50; Souvenir Sale Price \$5.95.

Beautiful Mesh Bags, size 6 by 5 inches. They are made of German silver, and hand made. Have exquisitely engraved frame, an inch and a half deep, and are lined with the softest and finest white kid. These beautiful bags are big values at \$10.00; Souvenir Sale Price is \$3.95.

Souvenir Sale of Plumes

Magnificent Willow Plumes, 22 inches long, 20 inches wide. Only the finest male stock enters into these plumes. Come in black and colors. They are splendid values at the regular price, which is \$20.00. Souvenir Sale price is \$9.95.

Handsome French Plumes, 20 inches long, in black, white and colors. These are regular \$10.00 plumes; Souvenir Sale Price is only \$4.95.

Souvenir Sale of Veilings

Finest Quality Black All-Silk Face Veiling, including all the latest fall designs, that sell regularly at 75c to \$1.00 a yard; Souvenir Sale Price 40c.

Hand Painted Automobile and Evening Scarfs, 25-3 yards long by 5-8 yard wide, made of finest quality all-silk chiffon cloth, and hemstitched. These beautiful scarfs are worth \$5.00; Souvenir Sale Price \$2.00.

Souvenir Sale of Jewelry

Extra Quality, Gold Filled, Buttercup Shaped Hat Pins, set with pearls and brilliant white stones. These hat pins would make handsome Christmas gifts. They are regular \$2.00 values; Souvenir Sale Price 50c.

Genuine Varacite Polished Matrix, the kind that is sold at jewelry stores as high as \$1.50 a karat; Souvenir Sale Price, karat 15c.